

BRAD LITTLE
GOVERNOR

Wendi Secrist
Executive Director



Trent Clark
Chair

B. J. Swanson
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

Outreach Committee Meeting

Date: Wednesday, August 5, 2020

Time: 1:30 PM – 3:00 PM

Committee Members: John Young, Shelli Bardsley, Donna Butler, Dave Hannah, Marie Hattaway, Angela Hemingway, Elli Brown, Kate Lenz, Georgia Smith, Sarah Buenrostro, Janelle Culley, Jeff Tucker, Doug Park, Linda Clark, Matt Van Vleet, Marilyn Whitney, Dianna and Anna (proxy for Marie Hattaway)

Staff: Caty Solace, Paige Nielebeck, Wendi Secrist

Guests: Anna Almerico

Call to Order at 1:30 p.m.

Roll call - quorum met

Review Agenda – no changes to the agenda

***Approve June 3, 2020 Meeting Minutes**

Motion by Mr. Van Vleet to approve the June 3, 2020 meeting minutes as written. Second by Mr. Park. Motion carried.

Council Meeting Re-Cap

The Outreach Committee budget items were approved at the July council meeting. The Committee is receiving \$350,000 in the general pool of funding for outreach projects. The \$250,000 for Next Steps is being moved into the general WDC budget, the Next Steps project will be moved under the full Council.

With the \$1 million of CARES Act Funding, the WDC is able to pay for last-dollar funding for short-term training programs for Idahoans through the calendar year. The WDC is sending out a survey to employers this week, coming from the Governor's Office, asking they will indicate what kinds of skills training they will need in the next year to 3 years. The short-term training programs funded by the CARES Act Funds will be based on the results of the survey.

How is the survey reaching employers?

- The initial list of employers is from IDOL. The employers on the list have posted a job in Idaho Works in the last 2-years. There are about 6,200 employers on the list. The WDC is also working with associations to send the survey out to their employer connections (e.g. IACI, Chamber Alliance, etc.).

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- The message was clear to forward the survey to the individuals in the company who can best fill out the survey.

Strategic Planning Team

Mr. Van Vleet, Ms. Smith, Mr. Young, and Ms. Solace had an initial conversation about strategic planning. One of the areas the group focused on was projects the Committee has been working on for a while that are coming to fruition. There are still a lot of separate types of conversations and outreach efforts being done around Idaho. All of these efforts need to be brought together and connected more cohesively. It is important to ensure the outreach projects being supported by the Committee support the overarching goal of the Committee and the WDC. The Outreach Committee can provide leadership in bringing the groups together and working towards a common goal.

Pinpoint Regional Outreach Needs: Committee Survey

Ms. Solace has been working with the WDC's teacher extern and with Ms. Nielebeck on the Work-Based Learning Asset Map. Ms. Nielebeck and the teacher extern are identifying holes in work-based learning activities in Idaho. Ms. Solace would like the Committee to be a knowledge base for the project. All of the members have their own regions, networks, and activities we know about. Ms. Solace will send a survey to the Committee members on where they feel outreach needs to happen in their region. This will help identify where connections need to be made.

***Regional Outreach Support (description)**

One of the challenges the Committee faces is connecting the line of site from students/employees to an employer/industry. It is tough from an employer perspective because they are not always aware of the resources available or where to get started. Ms. Solace and Mr. Young created a regional outreach support document. Please see attached document. If the Committee approves of the presented document, Mr. Young will present it to the Executive Committee for review, brainstorming, and funding ideas.

What is the time frame for this project?

- If the Committee is in support of the proposal, the Executive Committee will discuss it at their August meeting. It would go to the full council for approval in October. It takes 4 months to go through an RFP process.
- It is important to be clear that there will be high expectations around this project.

Motion by Mr. Tucker for the Executive Committee to consider the outreach committee's recommendation for a regional outreach program. Second by Ms. Culley.

Mr. Park abstains from voting.

Motion carried.

Adjourned at 2:25 p.m.